



FIRST MEDIA PROFESSIONAL LEARNING CENTRE

Fundamentals of Photography- Basic

Certificate of Attendance conferred by
FIRST MEDIA PROFESSIONAL LEARNING CENTRE
In collaboration with First Media Design Integrated Marketing Communication Group

Objectives of the Workshop

The fundamentals of capturing a good image are extremely important. In this course learners will learn the basic principles and concepts of camera handling and photography. Topics such as basic features and controls of the DSLR camera would be focused on. Learners will also learn fundamental compositional techniques as well as basic styles within the photography genre.

Profile of First Media (FM)

First Media is Singapore's leading player in the marketing communications business. FM comprises 10 creative studios with specialised disciplines, experience and qualifications, offering a seamless chain of integrated marketing communication services.

Over the decades, FM studios have been successful in providing creative services to a broad spectrum of industries covering small and medium enterprises (SMEs), multinational corporations, Temasek-linked Companies (TLCs), government ministries and statutory boards.

FM has established a strong presence in regional markets. It has physical studio presence across 5 Asian markets staffed with qualified and experienced design practitioners.

What Will You Learn During the 4 Days?

Lesson 1:
Introduction to photography. Fundamental and basic compositional techniques for photography. Black and white photography vs. colour photography.

Lesson 2
About the DSLR and camera handling, Types of lenses and accessories. Controlling aperture, shutter speed and ISO. Manual override functions.

Lesson 3
Practical - Day photography, bracketing shots (Out door subject shoot) Choosing the right image, basic cropping of images.
(Black and white + Colour photography)

Lesson 4
Practical - Night photography & long exposure shots using the bulb function Basic flash photography. (Out door shoot- Landscapes)

For Whom?

Anyone 16 years old and above who has a keen interest in photography with no prior background in photography.

Fees Applicable

Programme course fee - \$350
Registration and certification fee - \$50
All cheques to be made payable to 'First Media Design School Pte Ltd'
* Fees shown are exclusive of GST.

Equipments Needed

All learners are expected to have their own single lens reflex camera (SLR/DSLR) that has a manual override function. Learners are also expected to get their own tripod by lesson 3 and lesson 4 practical shooting sessions.

Duration

This is a 3 hours once per week programme for a duration of 4 weeks

Interested parties, please call 6 337 8663 or email sc@firstmedia.edu.sg for more information.

Nurturing Tomorrow's DesignPreneur